

Albemarle County Economic Development Presents:

# AGRI-BUSINESS MARKETING CONFERENCE

*A conference that will bring together resources to assist Albemarle County-based farmers and foodies with marketing resources*



**Monday, January 27, 2014**



# Local Support of Agriculture – A Passion



Gary Larrowe  
County Administrator

# Why Agriculture?

BOS Goal to Support Agriculture

Development of Partnerships

Continued Development of Community Assets



# BOS Support - Economics

Food Sector is more stable than most other sectors

Additional \$6,000 in transportation per load from California, plus water and other resource issues

Searching for new Economic opportunities

Full spectrum of employment opportunities and creation of new jobs

# Partnerships

Carroll County Public Schools

School Farm

STEM Lab for Agriculture

Career Path Development in Agriculture

Regional Partners

City of Galax and Grayson County

Wildwood Commerce Park

Creation of Food Commission

# School Farm











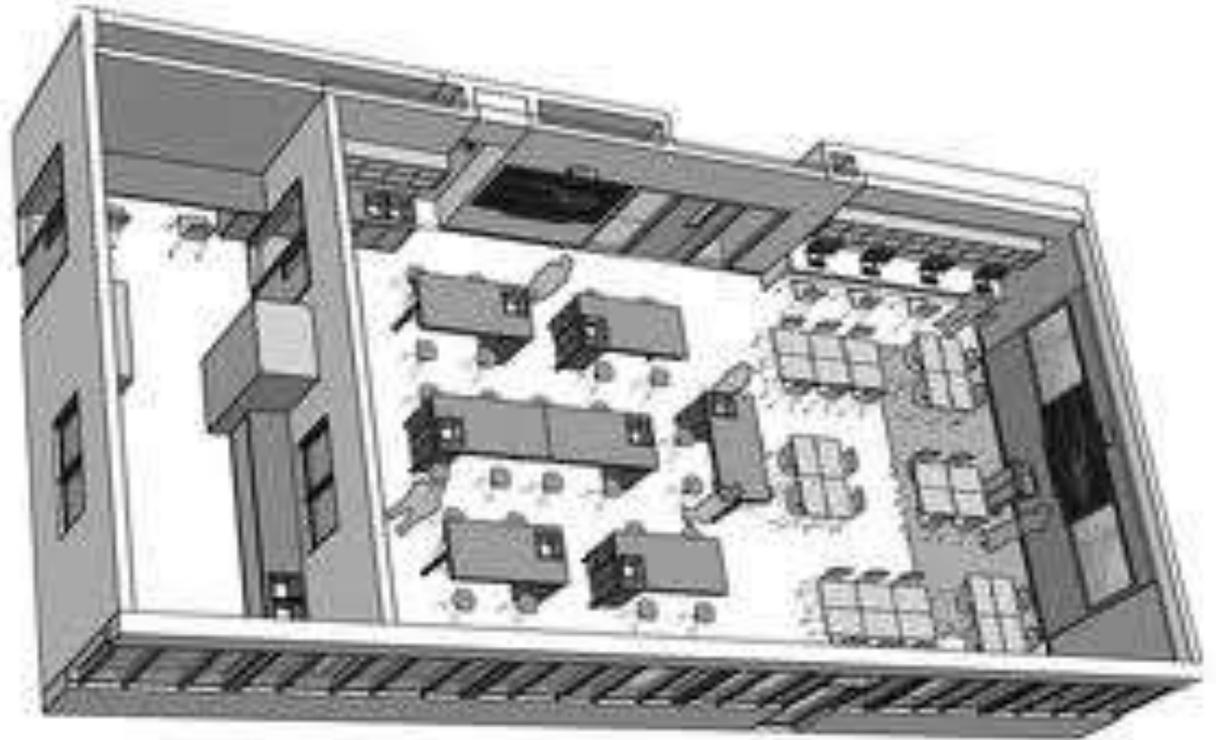
# STEM Lab for Agriculture

Science

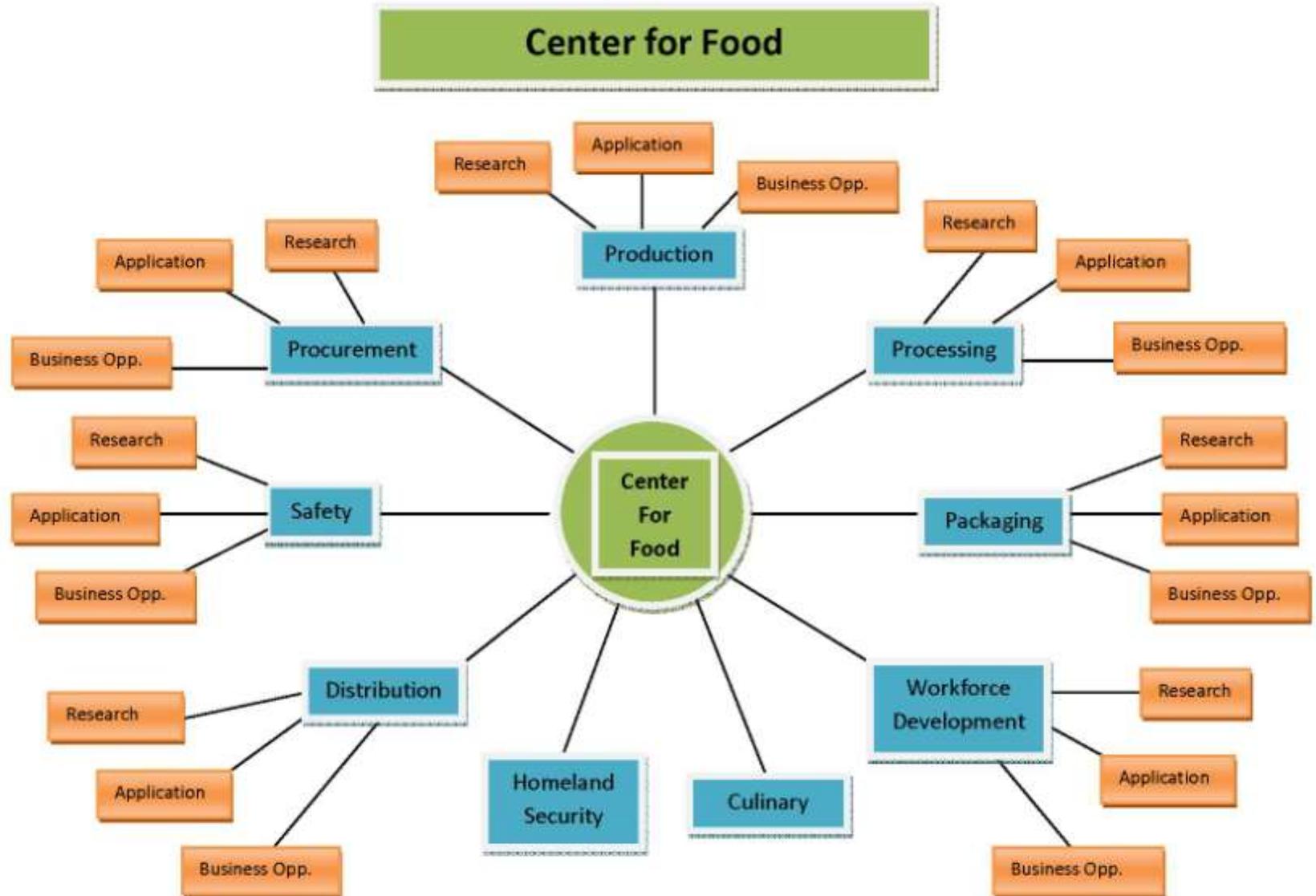
Technology

Engineering

Math



# Food Commission



# Food Commission

**Site Certification Services**

Site Certification for Food and Beverage Industry Related Operations

Prepared for Carroll County, VA  
November 2011



**MS&B** Moran, Stahl & Boyer  
Site Selection and Economic Development Consultants

# SWVA Farmers' Market

- History



# Wholesale Farmers' Market



# Wholesale Farmers' Market



# Meeting Commercial Needs



# Value Added - Basic Math

Corn and Hydro-Cooling

Shelf life – 2 days

With hydro-cooling – 2 weeks

Value without hydro-cooling \$5.00 per crate

Value with hydro cooling \$18.00 -20.00 per crate

Or increase of up to 400% in value for an additional \$2.00 charge

# Pumpkins

3,000 acres

\$15 – 17 million

= 3,000 trailer loads

Community Impact

\$45,000,000



# Pumpkin Promotions



# Retail Farmers' Market



# Community Cannery

USDA/ FDA Certified Cannery

Commercial Food Lab

Teaching Facility

Community needs



# Community Cannery



# Expansion of Economic Development Opportunities



# Economic Development and Agriculture – Next Generation



# Thank You



relayfoods

**Sarah Yates**

*Vice President Marketing & Merchandising*



[www.relayfoods.com/](http://www.relayfoods.com/)



**Local Food Hub**

***What to sell, and where?***

**Lisa Reeder, Grower Services**

**Local Food Hub**

**[www.localfoodhub.org](http://www.localfoodhub.org)**

# **DIRECT AND INDIRECT FOOD SALES**

**Indirect: to anyone who ISN'T eating it  
(Talkers! Number crunchers!)**

**Direct: to the consumer  
(Eaters!)**



# Local Food Hub

## **INDIRECT SALES OF VALUE ADDED FOODS**

- **Regulated by VDACS, the USDA, the FDA, and the local health department**
- **Rules are designed to protect the ‘eater’ (and also govern liability)**
- **Success requires a great product that you LOOOOVE making, a keen mind for numbers and a strong vision for branding (including packaging).**



# **INDIRECT SALES OF PRODUCE AND PERISHABLES**

*(this is where the Local Food Hub factors in...but we'll circle back)*

## **Requirements:**

- **Thorough mastery of your products – production, attributes, pricing**
- **liability coverage (to varying levels)**
- **food safety awareness, willingness to stay current on issues**
- **‘business’ skills and professionalism**

## **Benefits:**

- **Potential to ‘move a lot of product’ if you have it**
- **Realize economies of scale in inputs, labor, packaging, transportation**
- **Option of planning production to smooth workload & cash flow**



# Local Food Hub

**For individual questions,  
my colleague Adrianna and I will be at the  
Local Food Hub table with organizational  
information  
and other materials.**

**Thank You !**

Susan Hill, Hill Farm  
“Tent Farming; Farm to Grocery Store”

## High Tunnel Growing for Profit

Planning, Production, and Marketing

# Welcome to Hill Farm



## **Raised Bed Interior**



# Irrigation



Harvest is ready – now what do I do?



# Key Elements for Success

- Customers
- Products
- Logistics



Start with a Plan

# Start with a Plan

- Identify Customers
- Compare Market Prices
- Calculate Start-up costs
- Select crop
- Time to Maturity
- Harvesting
- Climate considerations
- Labor
- Storage
- Packaging
- Transport

# Study the Market

- Go Shopping, Check Prices



- Talk to CSA Owners and Farm Sale Managers



# Consider Farmers Markets and Local Food Distribution Sources



# Select Crops

- Climate
- Time to Maturity
- Harvesting
- Labor
- Start-up Costs
- Market Demand
- VSU/VT
- Extension Service
- Small Farm Conference
- Library
- Farmers
- Seed Catalogues
- Internet Research

# Let's Get Growing!!

**March Greens**



**January Spinach**



# Ready for Market

**Golden Beets**



**Our Best Seller This Summer**



# Go to Market Ready to Sell

## Process Product to Standards

- Pick in the morning
- Hydro-cool
- Spin Dry
- Package for Sale
- Use approved boxes
- Weigh with commercial scales

## Store at Correct Temperature



# Customer Friendly Packing

**Packing Supplies**



**Only Perfect Produce**



# Remember – Timing is Everything

- First to Market**
- Last to Market**
- Fresh to Market**

# First to Market/Last to Market October Produce



# Keep Records and Analyze the Results

Crop	Quantity	Unit	Price	Total	Remarks
Baby Eggplant	54	pound	\$1.75	\$94.50	
Baby Lettuce	10	each	\$0.50	\$5.00	
Baby Swiss Chard	2.5	pound	\$2.50	\$12.50	
Baby Swiss Chard	19	pound	\$2.50	\$47.50	
Baby Swiss Chard	6	pound	\$2.50	\$15.00	
Baby Swiss Chard	4.5	pound	\$2.50	\$11.25	
Baby Swiss Chard	20	pound	\$2.50	\$50.00	
Baby Swiss Chard	17	pound	\$2.50	\$42.50	
Baby Swiss Chard	33	pound	\$2.50	\$82.50	
Baby Swiss Chard	44	pound	\$2.50	\$110.00	
Baby Swiss Chard	27	pound	\$2.50	\$67.50	
Baby Swiss Chard	22	pound	\$2.50	\$55.00	
	173.5			\$433.75	Double
Boston Lettuce	15	each	\$0.75	\$11.25	
Boston Lettuce	15	each	\$0.75	\$11.25	
	30			\$22.50	Poor keeper
Buttercrunch	82	each	\$0.75	\$55.00	
Buttercrunch	57	each	\$0.75	\$42.75	
Buttercrunch	12	each	\$0.75	\$9.00	
Buttercrunch	4	each	\$1.00	\$4.00	
	155			\$110.75	
French filet beans	22.5	pound	\$5.00	\$109.00	Double

Total Sales	
Chard	\$583.15
Eggplant	\$94.50
Lettuce	\$512.75
Filet	
Beans	\$109.00
Tomatoes	\$2,172.75
Beets	\$70.00
Peppers	\$80.20
Turnips	\$69.50
Beans	\$83.13
Spinach	\$162.00
Radicchio	
o	\$27.50
Choi	\$8.00
Stir Fry	\$16.00
	<b>\$3,988.48</b>

# Local Options for Value-Added Food Production

Allie Hill

Project Director



# What is a “value-added” food?

Value-added occurs when any agricultural product has been changed through some process – e.g., cooking, canning, freezing, dehydrating, baking – into a new product that can be sold.

# Where can you get help in creating your Value-Added Food?

- **Virginia Food Works**



- **Homegrown Virginia**



# Where do we operate?

## Prince Edward Co. Cannery & Commercial Kitchen



- shared-use facility
- near Farmville, VA
- available to all Virginians
- geared toward processing fresh produce



# What equipment is available?

- Produce washer
- Various choppers and dicers
- Jar sterilizer
- Produce blancher
- 7 steam-jacketed kettles
- Food pump and metered filler
- Large-scale water bath
- Label applicator
- Walk-in fridge and freezer

# What products can be made?

- Shelf stable foods that are acidic
- Refrigerated or frozen foods
- Dry blends such as herb and tea mixes

Note: The facility is an inspected, commercial kitchen. We are open to new products, ideas and uses for the Kitchen



# What services are provided?

- Referring clients to Small Business Development Services
- Providing guidance on processing regulations and inspections
- Converting recipes into Process Approval applications
- Scaling recipes for bulk production
- Identifying suppliers (containers, labels, LOCAL ingredients)
- Providing use of a kitchen facility and processing equipment
- Providing BPCS certified staff
- Testing of product samples for pH
- Explaining batch coding and recall plans
- Navigating FDA label requirements





# VIRGINIA FOOD WORKS

A non-profit that provides education and hands-on assistance to existing and prospective producers. Key features:

- Kitchen rental provided to Clients for \$10 per hour.
- Processing is completed by individual Clients.
- Assistance is free of charge.
- Standard-sized containers available on site

## How It Works



1. Complete Registration with Virginia Department of Agriculture (VDACS)

2. Complete Registration as a Client of Virginia Food Works (includes proof of insurance)

3. Obtain kitchen training on using equipment and proper sanitation

4. Obtain Recipe approval, if necessary

5. Obtain Inspection Certificate from VDACS

6. Rent Kitchen (\$10/hour) and process your product!



# HOMEGROWN VIRGINIA

A co-packing service. Key features:

- Processing is completed by Homegrown Virginia staff
- Specializes in using local, fresh produce
- Sourcing of ingredients, containers and labels available
- Pricing varies on recipe complexity and container size

# How It Works



1. Complete Registration as a Client of Homegrown Virginia

2. Determine recipe to be created and obtain Recipe approval

3. Determine label design and select container

4. Provide raw product to be processed (optional)

5. Pick up labeled and boxed final product after production is complete

# Two Labeling Options:

1. Process using client's recipe and label
2. Process under the ***Taste Virginia*** label with our in-house, pre-approved recipes



# Interested?

Don't wait!



- First come, first served scheduling
- Start paperwork now for summer production



## Contact Information:

**Allie Hill**

(434) 960-8958

[www.VirginiaFoodWorks.org](http://www.VirginiaFoodWorks.org)

[www.HomegrownVirginia.com](http://www.HomegrownVirginia.com)





# David Robishaw, VA Dept of Agriculture & Consumer Services

*“Trade Shows, Education Expos for  
Value-Added Foods”*



David Robishaw, Sales and Market Development  
900 Natural Resources Drive, Suite 300, Charlottesville, VA 22903  
434-984-0573 phone

[david.robishaw@vdacs.virginia.gov](mailto:david.robishaw@vdacs.virginia.gov)

[www.vafinest.com](http://www.vafinest.com)



# Virginia's Finest Review Committee

- \* **VDACS Marketing Specialists**
- \* **Food Safety Experts**
- \* **Weights and Measure Experts**



## Virginia ABC Regulations

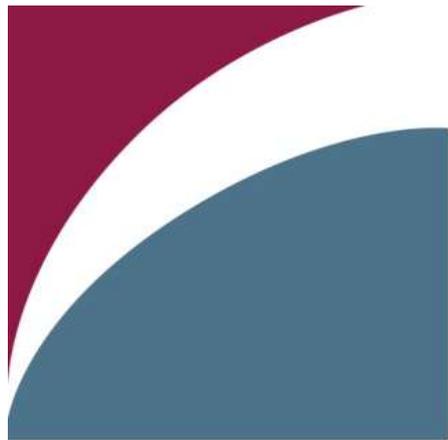
# John Craft

Senior Special Agent, Bureau of Enforcement



# Marketing Support

Food Safety & AgBiz Specific



**Virginia  
Cooperative  
Extension**

Virginia Tech • Virginia State University

# GAPs



*Enhancing The Safety* of **Locally Grown Produce**



## Safe Food Handler Course

- Basics of safe food handling
- 3-4 hour course



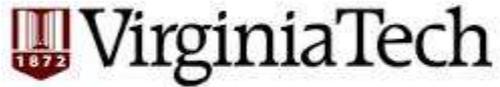
## Foodservice Manager Course

- National Restaurant Association provides 'Certified Manager' certification
- 16 hour course

# GOING TO MARKET

## FARM MARKET VENDORS

VDACS INSPECTION REQUIRED		VDACS INSPECTION REQUIRED: UNLESS EXEMPTION		
MEAT	DAIRY	ACIDIFIED CANNED FOODS *	BAKED GOODS, JAMS AND ... *	HONEY
				
<p>All meat that is to be sold must be slaughtered at a USDA/state-inspected facility.</p> <p>The VDACS Office of Meat and Poultry Services (OMPS) provides free inspections for amenable species (cattle, hogs, sheep, goats, chickens, turkeys, ducks, geese, guineas, ratites and squabs).</p>	<p>All dairy products to be sold must be inspected. Sale of raw milk is prohibited.</p> <p>Sale of cheese made from raw milk must be aged at least sixty days above 35 degrees. Contact the VDACS Office of Dairy &amp; Foods.</p>	<p>Acidified low-acid foods (pickled products, salsa, pumpkin/sweet potato butter, barbeque sauces, chow-chow, relishes, hot pepper jelly, hot sauces, garlic in oil, etc.) must achieve a pH of 4.6 or lower (verified by an electronic pH meter you purchase). Low-acid canned foods are not permitted to be made in the home.</p> <p>Completion of 'Better Process Control School' course and process approval by a processing authority strongly advised (Virginia Tech Food Innovations Program: Food Testing Services).</p> <p>Must not exceed \$3,000 in total annual gross sales for all acidified products produced.</p>	<p>Includes jams and jellies (no low-acid ingredients), candies, dried fruits/herbs/seasonings/mixes, (un)coated nuts, (flavored) vinegars, popcorn (balls), cotton candy, dried pasta, roasted coffee, dried tea, cereals, trail mixes and granola and baked goods that don't require time or temperature control.</p>	<p>Those who process &amp; prepare honey in their private residence from hives they own, who sell less than 250 gallons of honey a year, &amp; who do not process or sell other food products (except as noted here) are exempt from inspection.</p> <p>Infused honey products are not exempted.</p>
EXEMPTIONS	LABELING	LABELING	LABELING	LABELING
<ul style="list-style-type: none"> <li>• 1,000 Bird Exemption</li> <li>• 20,000 Bird Exemption</li> <li>• Custom Exemption: with permit from OMPS, allows businesses to slaughter animals, only for their owners consumption, without an inspector present.</li> </ul>	<ul style="list-style-type: none"> <li>• Product Name</li> <li>• Net Weight</li> <li>• Ingredient Statement</li> <li>• Name &amp; Address of Manufacturer/ Distributor</li> <li>• Sell-by date</li> </ul>	<p>The standard label must contain:</p> <ul style="list-style-type: none"> <li>• Product name</li> <li>• Net weight</li> <li>• Ingredient statement</li> <li>• Name &amp; address of manufacturer/distributor/packer</li> <li>• Nutritional labeling (exemptions apply)</li> <li>• List of allergens</li> <li>• NOT FOR RESALE - PROCESSED AND</li> </ul>	<p>The standard label must contain:</p> <ul style="list-style-type: none"> <li>• Product name</li> <li>• Net weight</li> <li>• Ingredient statement</li> <li>• Name &amp; address of manufacturer/distributor/packer</li> <li>• Nutritional labeling (exemptions apply)</li> </ul>	
LABELING	AT MARKET			



## Better Process Control School

**GOOGLE: Food Innovations Program Virginia**

**PRINCE EDWARD  
COUNTY  
CANNERY**

**No produce after 10:00**

**Open at 7:00**

# **Marketing for Small Ag Businesses: The classics & emerging technology**

Wednesday, February 19<sup>th</sup> – 9-Noon  
Room A, Albemarle County Office #2

- Greatest Hits: Classics & Emerging Technologies
- Agriculture Business Support Services: Marketing and More!
- Web Marketing & Geo-marketing

# Publications: Starting a Food Business, Regulations, Food Labels, Acidified Foods

Virginia Cooperative Extension  VirginiaTech *Invent the Future* 

Home Publications & Resources Local Offices & Research Ctrs. Program Areas News Calendar About

## Karleigh Bacon

*Click column heading to sort*

Title		Summary	Date	ID	Author(s)
Registering Your Food Business with the FDA	• PDF (277 KB)		Nov 29, 2012	FST-94NP	Karleigh Bacon
What is a Scheduled Process?	• PDF (223 KB)		Nov 29, 2012	FST-95NP	Karleigh Bacon
How Microorganisms Affect Food Safety and Quality	• PDF (388 KB)		Nov 27, 2012		Karleigh Bacon
Starting a Food Business: Insurance Coverage for Food Entrepreneurs	• PDF (147 KB)		Jun 19, 2012	FST-49NP	Karleigh Bacon <i>[more]</i>
Starting a Food Business: Marketing Considerations for Small Food Processors	• PDF (302 KB)		Jun 19, 2012	FST-50NP	Karleigh Bacon <i>[more]</i>
Starting a Food Business: Preparing a Food Processing Business Plan	• PDF (221 KB)		Jun 19, 2012	FST-51NP	Karleigh Bacon <i>[more]</i>
Starting a Food Business: Registering and Licensing Your Food Business	• PDF (244 KB)		Jun 19, 2012	FST-52NP	Karleigh Bacon <i>[more]</i>

Google: karleigh bacon vce

## Virginia Whole Farm Planning: An Educational Program for Farm Start-up & Development

VIRGINIA  
Beginning Farmer & Rancher  
COALITION PROJECT

[www.vabeginningfarmer.org](http://www.vabeginningfarmer.org)

## Introduction to Whole Farm Planning

The purpose of the *Introduction to Whole Farm Planning* module is to help beginning farmers and ranchers in Virginia to make informed farm planning decisions by introducing them to the whole farm planning process.

This first module includes key concepts, worksheets, and examples to provide the framework and inspiration you will need to plan your own farm.

Four modules follow, which will guide you in developing the whole farm plan by focusing on the following areas:

- Land Acquisition and Tenure
- Marketing
- Holistic Business Management
- Sustainable Farming Practices

Each module is organized at the introductory to intermediate stage of farming knowledge and experience. At the end of each module, additional resources and Virginia service provider contact information are available to help continue the farm planning process.



Virginia Cooperative Extension programs and employment are open to all, regardless of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, or marital or family status. An equal opportunity/affirmative action employer. Issued in furtherance of Cooperative Extension work, Virginia Polytechnic Institute and State University, Virginia State University, and the U.S. Department of Agriculture cooperating. Edwin J. Jones, Director, Virginia Cooperative Extension, Virginia Tech, Blacksburg; Jewel E. Hainston, Administrator, 1890 State Program, Virginia State, Petersburg.

The Virginia Beginning Farmer and Rancher Coalition Project is sponsored through the Beginning Farmer and Rancher Development Program (BFRDP) of the USDA-National Institute of Food and Agriculture (NIFA), Award # 2010-49400-21720.



### Authors:

Kim Niewolny  
Virginia Tech, Department of Agricultural and  
Extension Education

Amber Valletton  
Virginia Cooperative Extension, Rockingham  
County

Cathryn Kloetzl  
Virginia Cooperative Extension, Albemarle  
County



# Virginia Cooperative Extension: Marketing Support

Virginia Cooperative Extension –  
Albemarle/Charlottesville

460 Stagecoach Road Charlottesville, VA 22902

Cathryn Kloetzli - [cathrynk@vt.edu](mailto:cathrynk@vt.edu)

Ian Pasquarelli – [ipasq@vt.edu](mailto:ipasq@vt.edu)

434-872-4580

“Navigating Social Media”

# Erica & Joel Slezak

Free Union Grass Farm





**Virginia Cooperative Extension**

Virginia Tech • Virginia State University



# **Businesses to Supplement Farm Income: Risks & Rewards**

**Martha A. Walker, Ph.D.  
Community Viability Specialist  
Virginia Cooperative Extension  
150 B Slayton Avenue  
Danville, VA 24540**

**walker53@vt.edu  
434-766-6761**

“Small Farm Marketing Experiences : Lessons from the field”

# Renard Turner



**VANGUARD RANCH LTD.**

3427 VALENTINE MILL ROAD

Gordonsville, VA 22942

[www.vanguardranch.com](http://www.vanguardranch.com)  
[vanguardranch@cvalink.com](mailto:vanguardranch@cvalink.com)

vanguard ranch ltd.

# Heritage Harvest Food Festival



# Customer buying goat



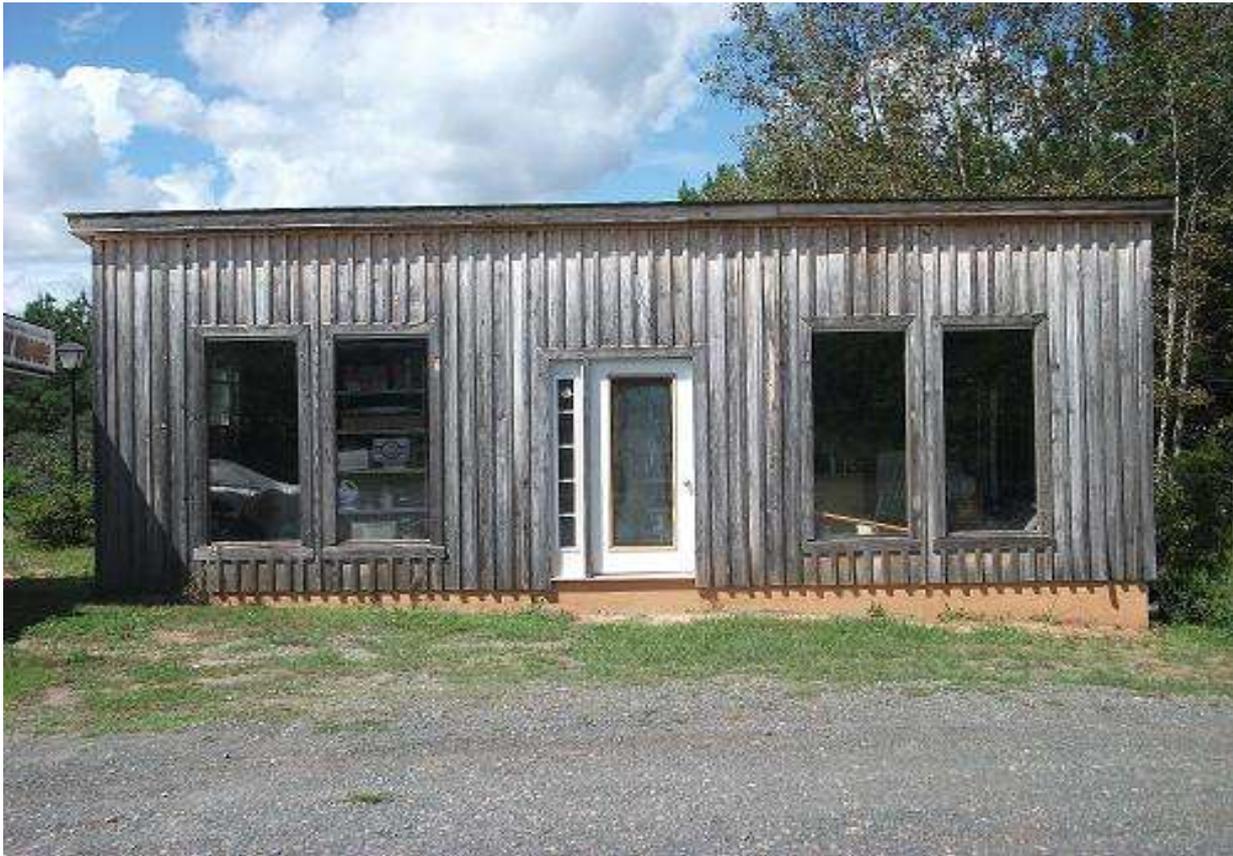
# The line for Goat meat



# Delivering Goat Burgers



# Green Built Production Facility



# Small Farm Marketing Experiences - con't

Mike & Molly  
Peterson  
Sperryville, Virginia



[www.heritagehollowfarms.net](http://www.heritagehollowfarms.net)

Facebook: [heritagehollowfarms](https://www.facebook.com/heritagehollowfarms)

Twitter: [@pasturedva](https://twitter.com/pasturedva)

Instagram: [#heritagehollowfarms](https://www.instagram.com/heritagehollowfarms)



# Dillon Franks, Small Business Development Center

*“How do you Evaluate the Options?”*



# How Do You Evaluate Your Options?

- Your opportunity must fill a need, not create one.
  - Consumer Insights
  - It's a customer centric world
- Answer these five questions:
  - Who cares?
  - How much do they care?
  - Why should <sub>they</sub> buy from me?
  - How will they buy from me?
  - What is my cost of customer acquisition?
- Resources
  - Primary research – Ask 'em, VTC, VWB, VDACS Marketing Development Services
  - Secondary research – Internet, Social Medi
  - Trade Associations – Specialty Food Assn



# The Virginia Food Heritage Project



A pilot project in the TJPD region  
to document and celebrate  
our food heritage!

Led by the UVa Institute for Environmental Negotiation

## The Goals of VFHP are:

1. To build knowledge of our local food heritage through stories, photos, recipes, places, markets, events, and more!
2. To provide a gateway for using our food heritage to grow new economic development, such as a food heritage trail.

# Launching the Food Heritage Map!

Location

Visitation

Heritage Type

- Place
- Food
- Story
- Organization
- Event

All

- + All On
- All Off

http://www.virginia.edu/via/foodheritage/.../index.html

THE FOOD HERITAGE MAP  
The Virginia Food Heritage Project Map

Search

Welcome to the Interactive Food Heritage Map.

Thank you so much for your interest in the Virginia Food Heritage Project. Our mission is to create a greater understanding and documentation of our food heritage to enhance regional sustainability and resilience. As we build this knowledge we hope to create opportunities for creating a regional food identity that can contribute to economic development, tourism, and a revival of heritage foods at our farms, homes and restaurants.

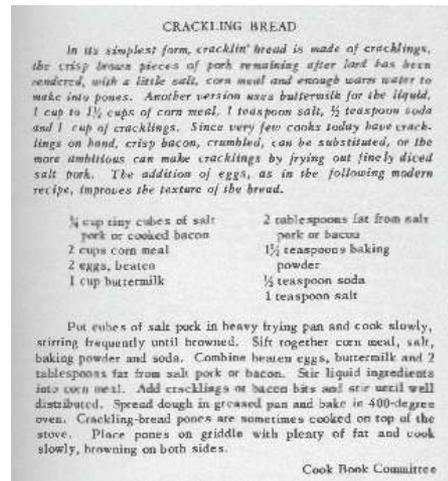
To do this, we need your help: [Please share your knowledge about our regional food heritage!](#)

Have a piece of food heritage to share? Involved in the growth or production of heritage bread fruits, vegetables, or animals? Please share your knowledge.

[Long Version \(33 questions\)](#) | [Short Version \(8 questions\)](#)  
<http://viafoodheritage.com>

# The Food Heritage Map is a Link To...

- Your Places like wineries, cideries, farm markets, farms, mills, canneries



- Your Recipes

- Your Stories of heritage foods or places



# We want YOU on the map!

Submit your story at [www.vafoodheritage.com](http://www.vafoodheritage.com)

**Virginia Food Heritage Project**  
Knowing Our Past to Grow Our Future

HOME ABOUT LOCAL STORIES EVENTS RESOURCES GET INVOLVED BLUE PLATE SPECIAL

**NOW SERVING THE BLUE PLATE SPECIAL!**

**SAVE THE STORIES!**

**WHAT'S NEW**

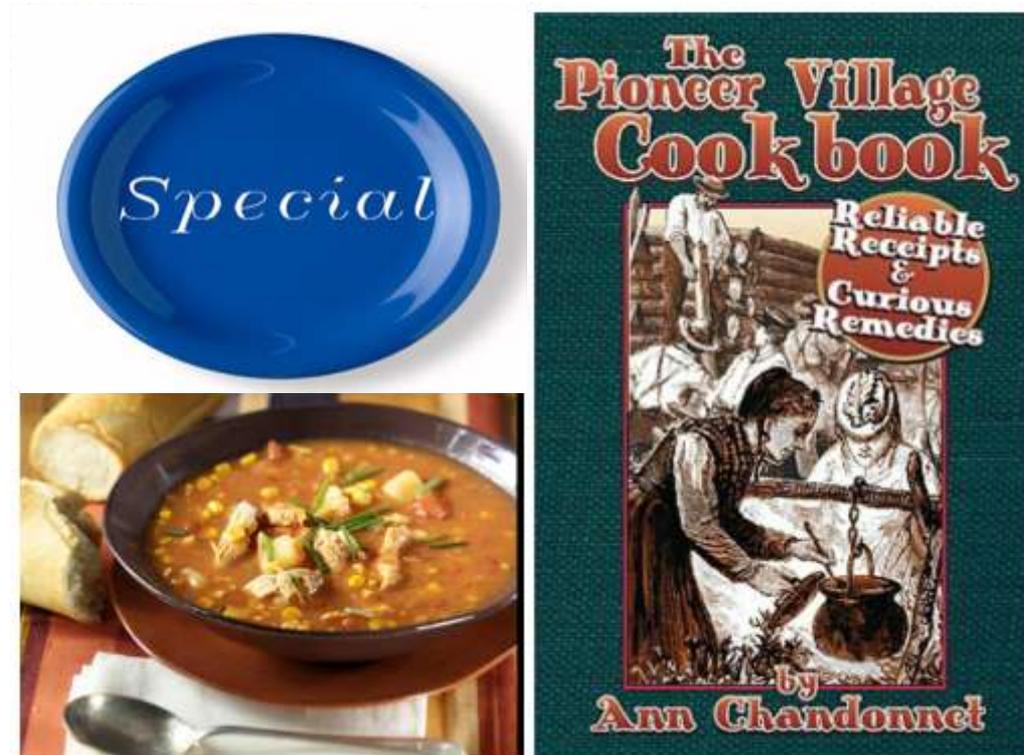
**RECENT POSTS**

**LOOK UP SITES ON THE MAP!**

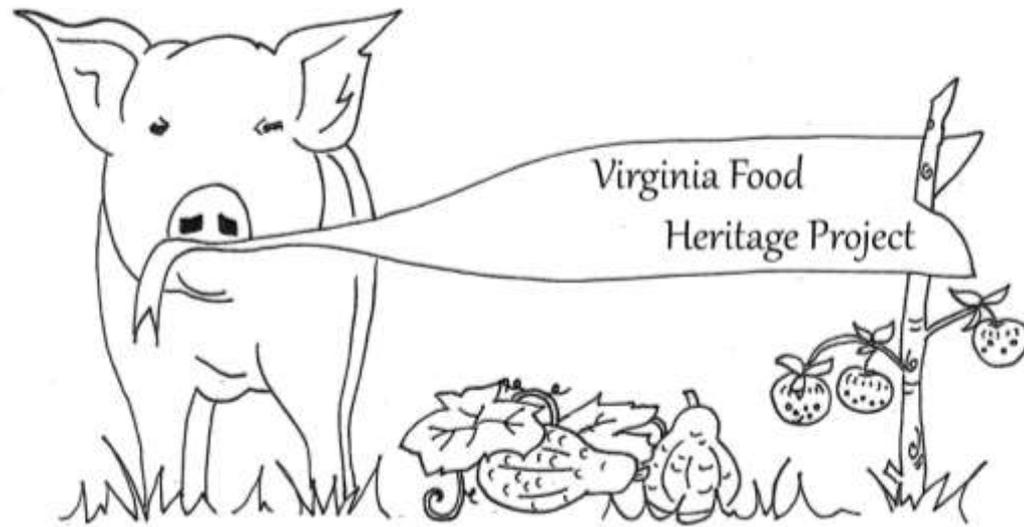
[CLICK HERE TO SHARE YOUR STORY RIGHT NOW!](#)

# We want YOU on the Blue Plate Special!

The Blue Plate Special is a weekly rotating feature that highlights your places, recipes, stories, events, organizations, and articles!



**We welcome YOUR  
ideas and contributions!**



**What do you want to see in 2014?**

Slides will be available from the County website,  
[www.albemarle.org/business](http://www.albemarle.org/business)

